

Your first five pop-up partners

A one-page plan to turn places you already love into thoughtful business collaborations.

List five coffee shops you actually visit

1. Shop: _____ Contact: _____ Next step: _____
2. Shop: _____ Contact: _____ Next step: _____
3. Shop: _____ Contact: _____ Next step: _____
4. Shop: _____ Contact: _____ Next step: _____
5. Shop: _____ Contact: _____ Next step: _____

Now brainstorm five other partners

1. Boutique or gift shop: _____
2. Salon or wellness studio: _____
3. Apartment community: _____
4. Bookstore, market or community space: _____
5. Local business you already know: _____

A useful pitch framework

- Who I am: _____
- Why the partnership fits their customers: _____
- What the event looks like (time, space, power, staff): _____
- What the host receives (experience, promotion, new traffic): _____
- Proposed dates: _____

Before you confirm

- ☐ Vendor/space fees and payment arrangement
- ☐ Safety, access, power and insurance requirements
- ☐ Promotion plan and approved photography
- ☐ Rain/weather and cancellation plan
- ☐ Follow-up email after the event